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W. L. Lanyon
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ASSIGNEE CERTIFICATE UNDER 37 C.F.R. 3.73(b)

Nielsen Media Research, Inc., a corporation duly organized under the laws of Delaware, and having its principal place of business at 275 Patricia Avenue, Dunedin, Florida 34698-8190, United States of America, hereby certifies that it is the owner of all right, title, and interest in the above-identified application, by virtue of a Chain of Title from inventors Daozheng Lu, Paul C. Kempter, and William A. Feininger, of the above-identified application to the current assignee as follows:

- a. From: Daozheng Lu, Paul C. Kempter, and William A. Feininger; To: Nielsen Media Research, Inc.

The assignment document was recorded in the Patent and Trademark Office on June 12, 1998 at Reel 9249, Frame 0634.

I am empowered to sign this certificate on behalf of the assignee, Nielsen Media Research, Inc.

Date: 12/11/01
Name: PAUL M. MEARS
Title: SR. VP Eng & Tech
Signature: *Paul M. Mears*

KATTEN MUCHIN ZAVIS
PATENT ADMINISTRATOR
525 West Monroe Street
Suite 1600
Chicago, Illinois 60661-3693
Facsimile: (312) 902-1061

State of Florida
County of Pinellas
On Dec 11 2001 personally
appeared before me PAUL M. MEARS
whom I know personally
whose identity I verified on
the basis of _____
to be the signer of the above and
he/she acknowledged that he/she
signed it.

Linda J. Hayes
Notary Public
My Commission Expires: 8/3/03

